



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 307363 /

Original Date / Revision
08/08/12 08/08/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576Product
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 692

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	39	\$36,975.00	\$43,500.00	0.00
Totals	39	\$36,975.00	\$43,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	39	\$36,975.00	\$43,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/02/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	11111--		5		\$650.00		0.00					
N 2	WPTV	10/03/12	10/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-1-1--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	1-1-1--		3		\$1,500.00		0.00					
N 3	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-1---	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00



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Contract / Revision **307363** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-1---	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11-1---					3	\$1,800.00		0.00			
N 4	WPTV	10/02/12	10/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	-11-1--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-11-1--					3	\$750.00		0.00			
N 5	WPTV	10/03/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-111--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1-111--					4	\$650.00		0.00			
N 6	WPTV	10/02/12	10/08/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11-1---	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11-1---					3	\$500.00		0.00			
N 7	WPTV	10/04/12	10/08/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	1--1---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1--1---					2	\$500.00		0.00			
N 8	WPTV	10/03/12	10/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--1-1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1-1--					2	\$750.00		0.00			
N 9	WPTV	10/04/12	10/08/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--1---	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1--1---					2	\$1,800.00		0.00			
N 10	WPTV	10/03/12	10/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	--1----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1----					1	\$1,800.00		0.00			
N 11	WPTV	10/08/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1-----					1	\$2,000.00		0.00			
N 12	WPTV	10/03/12	10/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	--1----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1----					1	\$3,500.00		0.00			
N 13	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-1---	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	11-1---					3	\$1,000.00		0.00			
N 14	WPTV	10/03/12	10/03/12	M-F 730-8p M-F 730-8p	CM	730-8p	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1----					1	\$1,000.00		0.00			
N 15	WPTV	10/04/12	10/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---1---	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---1---					1	\$1,700.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads**

Estimate # **692**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	10/04/12	10/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--- 1---	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--- 1---					1	\$1,700.00		0.00			
N16	WPTV	10/05/12	10/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	---- 1--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---- 1--					1	\$700.00		0.00			
N17	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	----- S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	----- S-					1	\$1,000.00		0.00			
N18	WPTV	10/07/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	----- S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	----- S					1	\$1,200.00		0.00			
N19	WPTV	10/07/12	10/07/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	----- S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	----- S					1	\$2,000.00		0.00			
Totals														39	\$43,500.00